

## CLAIMS

1. An transmission apparatus characterized by comprising:  
first production means for producing a first content of a  
5 video signal and/or an audio signal;  
second production means for producing a second content,  
corresponding to the first content and formed with script for  
outputting a graphical interface, including a description, as the  
script, for causing a reception apparatus to execute a process  
10 for producing use history information including a predetermined  
content in accordance with a result of use by a user of the  
reception apparatus related to the first content and a process for  
changing the graphical user interface so as to change a service  
to be provided with the operation to a user interface screen  
15 picture, on the basis of the use history information; and  
sending means for providing, as a broadcast, a  
transmission output of the second content produced by the  
second producing means together with the first content  
produced by the first production means.  
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2. The transmission apparatus according to Claim 1,  
characterized in that:  
the first content is compressed and coded, and  
transmitted.  
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3. The transmission apparatus according to Claim 1,  
characterized in that:  
the second content is transmitted as data broadcast.
- 30 4. A reception apparatus characterized by comprising:  
reception means capable of receiving a first content of a

video signal and/or an audio signal transmitted as a broadcast and a second content, corresponding to the first content and formed with script for outputting a graphical user interface, including a description, as the script, for causing the reception  
5 apparatus to execute a process for producing use history information including a predetermined content in accordance with a result of use by a user related to the first content in the reception apparatus, and a process for changing the graphical user interface so as to change a service to be provided with the  
10 operation to a user interface screen picture, on the basis of the use history information; and

user interface forming means for forming a graphical user interface to be outputted together with a picture as the first content in accordance with the script of the second content  
15 received by the reception means, producing and storing the above-mentioned use history information in accordance with the use result of the reception apparatus by the user, and executing, in accordance with a description of the script, a process for changing the graphical user interface so as to change the  
20 service to be provided with the operation to the user interface screen picture on the basis of the use history information.

5. The reception apparatus according to Claim 4, characterized in that:  
25 the first content is compressed and coded, and transmitted.

6. The reception apparatus according to Claim 4, characterized in that:  
30 the second content is transmitted as data broadcast.

7. The reception apparatus according to Claim 4, characterized in that:

the user is allowed to perform various types of operations to the user interface picture.

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8. The reception apparatus according to Claim 4, characterized in that:

a mark operation is performed on a preferred one while the use of the first content; and

10 the graphical user interface changes (a display of GUI screen changes) in response to the mark operation.

9. The reception apparatus according to Claim 4, characterized in that:

15 the graphical user interface changes (a display of GUI screen changes) in accordance with a viewing history of the first content.

10. A transmission apparatus characterized by comprising:

20 first production means for producing a first content of a video signal and/or the audio signal;

second production means for producing a second content, corresponding to the first content and formed with script outputting a graphical user interface, including a description  
25 for causing the reception apparatus to execute, as the script, a process for changing a picture content in the graphical user interface in accordance with the change in the content of the first content; and

sending means for providing, as a broadcast, a  
30 transmission output of the second content produced by the second producing means together with the first content

produced by the first production means.

11. A reception apparatus characterized by comprising:

reception means capable of receiving a first content  
5 including a video signal and/or an audio signal transmitted as a  
broadcast, and a second content, corresponding to the first  
content and formed with script outputting a graphical interface,  
including a description for causing the reception apparatus to  
execute, as script, a process for changing a picture content in  
10 the graphical user interface in accordance with the change in  
the content of the first content; and

interface forming means for forming a graphical user  
interface so as to change the picture content in accordance with  
a change in the content of the first content in accordance with a  
15 description of script, and for forming the user interface picture  
to be outputted together with a picture as the first content in  
accordance with the script of the second contents received by  
the reception means.

20 12. A transmission apparatus characterized by comprising:

first production means for producing a first content of a  
video signal and/or an audio signal;

second production means for producing a second content,  
corresponding to the first content and formed with script  
25 outputting a graphical user interface, including a description  
for causing the reception apparatus to execute, as script, a  
process for producing use history information including a  
predetermined content in accordance with the use result by a  
user of the reception apparatus related to the first content and a  
30 process for making a change in the picture content in the  
graphical user interface on the basis of the use history

information; and

sending means for providing, as a broadcast, a transmission output of the second content produced by the second producing means together with the first content  
5 produced by the first production means.

13. A reception apparatus characterized by comprising:

reception means capable of receiving the second content including a description for causing the reception apparatus to  
10 execute a process for producing a first content of a video signal and/or an audio signal transmitted as a broadcast and use history information of a predetermined content as script in accordance with the use result of the reception apparatus regarding the first content by the user, corresponding to the  
15 first content, formed with script for outputting a graphical user interface and a process for obtaining a change of the picture content on the graphical user interface on the basis of the use history information; and

interface forming means capable of forming a graphical  
20 user interface to be outputted with a picture as a first content in accordance with the script of a second content received by receiving means and, in accordance with the description of script, producing and storing use history information according to the use result of the reception apparatus by a user, and  
25 forming the graphical user interface to change the picture content on the basis of the stored use history information.